



The Quarterly Newsletter

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January 1, 2011

2011

CIEDEC MEETINGS

10 A.M-NOON

February 21, 2011

May 16, 2011

August 15, 2011

November 21, 2011

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Welcome CIEDEC Chair Murphy

In this newsletter, we would like to begin by introducing the incoming CIEDEC Chair, Mr. Tim Murphy of Comerica Bank.

Tim Murphy is First Vice President of Comerica Bank's International Banking Division. He is responsible for marketing international trade products and services to import and export companies in California.

Murphy has nearly 30 years combined banking and lending experience. He



joined Comerica Bank a decade ago. He served two terms as President of Ex-

port Managers Association of California and was Chairman of the Export Small Business Development Center.

Murphy has been a guest lecturer for various local and international universities and associations in the Southern California and in Asia.

Tim Murphy is currently serving his third term on the California Inland Empire District Export Council.

Historic Trade Mission to Iraq

Francisco Sánchez, Under Secretary of Commerce for International Trade, led a historic trade mission of 15 U.S. companies to Baghdad, Iraq, in October.

There are many great opportunities in Iraq for American companies to expand their international initiatives. Iraq's GDP has more than doubled since 2006, from \$57 billion to \$112 billion in 2009. The expanded economic potential of Iraq, coupled with the Iraq government's infrastructure development projects totaling \$80 billion dollars, make Iraq a tremendous market for U.S. firms.

"The U.S.-Iraq bilateral relationship is entering a new



phase of commercial engagement," Under Secretary Sánchez said. "This trade mission will connect American and Iraqi companies in a partnership to rebuild the Iraqi economy. This mission will be economically and commercially beneficial to U.S. and

Iraqi firms, and the citizens of Iraq."

The mission provided U.S. participants with first-hand market information and access to government decision makers. Additionally, one-on-one meetings were arranged with potential agents, distributors, and partners.

The trade mission to Iraq was the 24th this year in support of President Obama's National Export Initiative.

Source: "U.S. UNDER SECRETARY OF COMMERCE TO LEAD HISTORIC TRADE MISSION TO IRAQ", www.trade.gov





"To contribute leadership & business experience in export expansion"

The California Inland Empire District Export Council (CIEDEC) is an organization of local leaders, appointed by the U.S. Secretary of Commerce, whose knowledge of international business provides a source of professional advice for local firms. The current network of District Export Council members in the United States includes over 1,500 volunteers.

Chair

Tim Murphy
Comerica Bank

Vice-Chairs

Uwe Janssen
Roy Paulson

Executive Secretary

Fred Latuperissa
U.S. Dept. of Commerce

Treasurer

Don Driftmier
Noble House Entertainment Pictures

Board Members

Larry Sharp
CSUSB

Mark Stanley
MicroCool

Richard Gibbs
City of Murrieta

Darrel Olson
Darrel Olson Insurance Solutions

Lori Van Arsdale
Peace World International

Meet the Current Members

Roy Paulson
Uwe Janssen
Dean Angelides
Todd Hooks
Carol Rowen
Jeffery Williamson
Eddie Khoury
Carlos Valderrama
Greg Brittain
Jim Worsham
Kevin Floody
Anthony Capone
Bill Ingraham
Cathy Van Horn
Chuck Delgado
David Millan
David Stewart
Jerry Paresa
Jill Schvaneveldt
Jonathan Watson
Kent Hindes
Noel Massie
Raymond Sanchez
Ravinder Joshi

Paulson Manufacturing
Rauch International
ESRI
Agua Caliente Band of Cahuilla Indians
International Trade Education Program
Riverside Community College—CITD
FedEx
Musick, Peeler & Garrett LLP
Attorney at Law
Southern California Logistics Airport
K&N Engineering
Nimbus Water Systems
San Bernardino International Airport Authority
City of Palm Springs -Economic Development
Attorney at Law
Landtec North America Inc
University of California Riverside
San Manuel Band of Serrano Mission Indians
Loews Ventana Canyon
Alvarado Manufacturing
Cushman & Wakefield
UPS
Fata Hunter USA
International Rite-Way Products

Honoring the Outgoing CIEDEC Chair

We would like to take the time to honor the outgoing CIEDEC chair, Roy Paulson, for his hard work and dedication during his time in office.

Roy, CEO of Paulson Manufacturing, was recently awarded a CIEDEC Lifetime Achievement award, not only for his time serving as chair of CIEDEC, but also for his tireless effort in helping to expand exports in the Inland Empire through Paulson. Roy began working with U.S. Commercial Service Director Fred

Latuperissa in 2002 in an effort to increase his own exports. Almost



a decade later, his efforts have left an indelible mark on CIEDEC.

While he will no longer serve as the Chair of the California Inland Empire District Export Council, Roy will continue to be involved by serving as Vice-Chair along with Uwe Janssen. This will be Roy Paulson's third term on CIEDEC.

We thank Roy deeply for his commitment to the organization.

The CIEDEC Committees



Trade Policy

The Trade Policy subcommittee is responsible for addressing trade policy matters that are considered to be of strategic national importance, that will contribute to the creation of a strong national economy within the global economic society in which we operate, and that can be affected positively through the activities of the DEC's. Some of these issues may fall into the sphere of current legislative activity while others may not.

Legislative Affairs

The Legislative Affairs subcommittee is responsible for addressing all legislative issues that are of importance to Commerce and/or the DEC's in general. These issues may be at the federal level, or at the state level.

Partnership Outreach

The Partnership Outreach subcommittee is responsible for addressing all conferences and trade events within the community that are of importance to Commerce and/or the DEC in general.

Education/Outreach

The Education/Outreach subcommittee is responsible for addressing all education and outreach issues that are of importance to commerce and any DEC in general. This subcommittee will evaluate outreach programs needed to address all relative issues both within Commerce and the DEC's. These programs will be developed with the help of Commerce's Education Outreach designee, for distribution to each DEC. This committee will also evaluate "Best Practices" education and outreach programs that various DEC's have in place and pass this information to the other DEC's for their use.

Electronic Communications

The Electronic Communications subcommittee is responsible for addressing all electronic communications issues that are of importance to commerce and any DEC in general. This subcommittee will coordinate and distribute information to all DEC's through the National DEC Web Site. It will ensure that website content is current and applicable to the requirements of the DEC's. The Chair will work closely with the Electronic Communications designate at the Department of Commerce.



Tracking the National Export Initiative

How is the NEI performing?

In July, President Obama provided a progress report on the National Export Initiative, stating that the NEI was on track to meet the goal of doubling the nation's exports and creating several million new jobs in 5 years.

Following the announcement of the NEI, early implementation of the President's plan has produced an almost 17 percent increase in exports in the first four months of 2010 from the same period the year before.

The NEI has five objectives, all of which have seen progress in the months since the President first announced his ambitious export program:

o Improved advocacy efforts on behalf of U.S. exporters: The Department of Commerce has coordinated 19 trade missions with over 195 companies participating in 25 countries.

o Increased access to export financing: Ex-Im has more than doubled its loans to support American exporters from the same period last year, helping to support nearly 110,000 jobs.

o Reinforced efforts to remove barriers to trade: In March, the United States reached an agreement with China to reopen the Chinese market to U.S. pork and pork products. In June, the United States agreed with Russia to reopen the Russian market to

U.S. poultry exports. These steps are worth more than \$1 billion.

o Enforcement of trade rules: The WTO ruled that European governments subsidized Airbus's large civil aircraft. This ruling is expected to sustain and even restore jobs to American aerospace workers by leveling the playing

field for the U.S. aerospace industry. introduced his Export Council, a group of business and labor leaders who will offer advice from outside of the Administration. The Chair and Co-chair of the PEC are James McNerney, Chairman, President and CEO, the Boeing Company and Ursula Burns CEO, Xerox, who will serve along with 18 other Presidential appointees as appointees from the Administration, the Senate and the House.

So far, the President's ambitious export goal is headed in the right track. The government-led initiative to increase U.S. exports has received great support from U.S.

companies, which are the engine of growth for the United States. The President's Council of Economic Advisors analysis shows that export growth among American companies has contributed more than one percentage point to the total U.S. economic growth and that during the recovery, exports have contributed as much to growth as domestic consumption.

In addition to providing a progress report for the National Export Initiative, the President

Source: "Report to the President on the National Export Initiative" www.whitehouse.gov



New Market of the Month: *Brazil*

Brazil shows prominent business opportunities for U.S. companies. It is South America's largest economy with consistent high annual growth exceeding 5% in both 2007 and 2008, and therefore holds great business potential. Brazil's economy was among the top worldwide performers considering the difficult global conditions of 2009. Brazil stands as of now the fifth largest country, holding 198 million citizens.

Brazil is a thriving democracy with significant regional

sway. It is the largest country in South America, both in land and population, and has

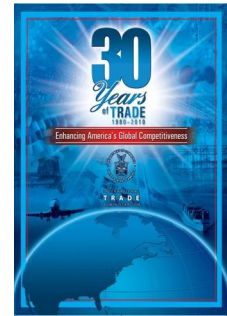


Statue of Christ the Redeemer
in Rio de Janeiro

extensive natural resources. It currently stands within the top 10 overall markets for U.S. exports.

Important business opportunities exist in mining, energy, agriculture equipment and services. The aircraft market favors U.S. products, such as aircrafts, replacement parts and service. Telecommunications technology remains an excellent areas for American products and services.

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Brazil Facts

- **Brazil has the worlds 5th largest population**
- **GDP is growing at over 5% annually**
- **Has the largest economy in South America**

CIEDEC Member Announces Retirement

Karen Dill Bowerman, who has served as dean of Cal State San Bernardino's College of Business and Public Administration since 2004, announced her retirement, effective Dec. 31 after the current fall quarter.

"Karen has been an outstanding dean," said CSUSB President Albert Karnig. "She's been an exceptional leader, with extraordinary energy, excellent organizational skills and a clear vision for the future of the college. Her accomplishments range from valuable reaccreditations, thoughtful program development, key personnel recruitment, and the development of vital regional and international linkages."

"This quarter marks the beginning of my 32nd year in the CSU system, and my seventh year as dean of the College of Business and Public

Administration at CSUSB," said Bowerman. "Reflecting back, these years with the CSU have been wonderful because of the opportunity to work with outstanding community leaders, and because of the joy of working with and



supporting faculty and staff to create student-centered learning communities that are mission-central to the CSU. Nevertheless, I'm very excited to move on to another revitalizing chapter in my life."

Along with her campus leadership, Bowerman was appointed by the U.S. Secretary of Commerce to serve on the board of the California Inland Empire District Export Council. She's also on the board of directors and executive committee of the Inland Empire Economic Partnership and a member of Inland Action.

The National Association of Women Business Owners honored her with an "Amazing Women" award in 2008, and in 2007 she was chosen as a Woman of Distinction by state Assemblyman Bill Emmerson (R-Redlands) and also was recognized with the community service award by the Baldy View Chapter of the Building Industry Association of Southern California.



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Upcoming 2011 International Trade Events

World Future Energy Summit 2011 - January 17-20, 2011

WFES promotes innovation and investment opportunities surrounding renewable energy and environment. It represents an unrivalled business platform bringing together project owners and solution providers with investors and buyers from both the public and private sectors.

<http://www.worldfutureenergysummit.com/>

High Technology Mission to India - February 6-11, 2011

U.S. Secretary of Commerce Gary Locke will lead a High Technology Business Development Mission to New Delhi, Bangalore, and Mumbai that will highlight export opportunities for U.S. businesses in a broad range of advanced industrial sectors: civil-nuclear trade, defense and security, civil aviation, and information and communications.

<http://www.trade.gov/IndiaMission2011>

Executive-Led Trade Mission to Jordan & Israel - February 20-24, 2011

The United States Department of Commerce is organizing a Trade Mission to Amman, Jordan, and Jerusalem, Tel-Aviv, and Eilat, Israel, February 20-24, 2011. This mission is open to U.S. firms from a cross section of industries with market potential including, but not limited to, products, services, and technologies in healthcare technologies, and cleantech.

<http://www.buyusa.gov/inlandempire/israeljordan.html>

CeBIT 2011 - March 1-5, 2011

CeBIT is the world's largest trade fair showcasing digital information technology and telecommunications solutions for residential and commercial environments. The key target groups are users from industry, the wholesale/retail sector, skilled trades, banks and other services sectors, government agencies, scientific and other research, and all users passionate about technology. CeBIT offers an international platform for comparing notes on current industry trends, networking, and product presentations.

<http://www.cebit.de/home>

Executive-Led Trade Mission to Nigeria - March 8-10, 2011

This trade mission will introduce delegates to Nigerian businesses and government leaders giving them the opportunity to locate partners, prospective clients, and gain the kind of understanding of this dynamic, but complicated market needed for success in the second largest, and one of the fastest growing markets in Sub-Saharan Africa.

http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30716&InputType=EVENT

Visit www.export.gov for an updated list of International and Domestic Trade Shows for 2011.

Upcoming 2011 Local Trade Events



2011 Asian-U.S. Business Summit & Expo - January 13-16, 2011

Join various business organizations plus hundreds of exhibitors from around the world for the ultimate Asian business networking event! Mix and mingle with business people representing hundreds of industries and companies from China, India, Vietnam, Philippines, Japan, South Korea, and more. The **Asian-U.S. Business Expo** is a great opportunity to make international connections, meet new clients and learn how the different business organizations can make your business grow.

<http://www.asianbusinessexpo.com/>

The Americas Business Forum - March 2-3, 2011

The Americas region is one of the fastest growing economic partners of the United States. Learn how your business can export to and take advantage of business opportunities in the Americas. The Los Angeles Area Chamber of Commerce, the U.S. Foreign Commercial Service and UCLA Anderson School of Management invite you to learn more about best practices, financial and legal consideration and marketing strategies to enter markets in the Western Hemisphere.

<http://www.lachamber.com/webpage-directory/global-initiatives/the-americas-business-forum-2011/>

Asia/Pacific Business Outlook 2011 - March 28-29, 2011

Access 14 Asia/Pacific markets in 2 days! If you are doing business in the Asia/Pacific region, this is the one conference you can't afford to miss. Find answers to your questions on 14 economies by choosing from 60 focused session and private one-on-one consultations. Get the latest information and connect with experts and insiders.

<http://www.apboconference.com/>

18th World Trade Conference - May 3-4, 2011

While the international market place can be a source of jobs and funding, it is a very competitive arena. Regions, states, cities and private companies are faced with a variety of challenges associated with identifying and capitalizing on international opportunities. Speakers, panel discussions and networking provide you access to information and strategies on how to realistically and successfully compete for and capitalize on international opportunities. The "nuts and bolts" of international business.

<http://www.ibaglobal.org/>

Visit www.buyusa.gov/inlandempire for more upcoming local trade events.



Singapore

The Gateway to Southeast Asia

Singapore is a highly developed Southeast Asian nation known for its incredible population density and pro-business economy. The tiny island nation, with an area smaller than New York City, has a GDP per capita that is top 10 in the world and higher than that of the United States. It serves as Southeast Asia's financial and high-tech hub.

Singapore plays an important role in the Southeast Asian economy. The country serves as a major distribution center for neighboring countries, due to being in the top 5 busiest ports in the world, making it the gateway to the region. In 2009, Singapore was ranked in the top 15 for both US exports and US trading partners, and the economy of Singapore is

expected to grow by upwards of 10 percent in 2010, making this market an important one to be involved in if a company is inter-

came into effect, trade between the nations has increased 20 percent, with U.S. exports to Singapore increasing by 34%. As of 2009, the

United States is the largest supplier of Singapore's imported goods.

Singapore is an excellent market for small and medium-sized businesses that are new to export or are hoping to increase market penetration throughout Asia. Some advantages to working in Singapore are the strong intellectual property protections, an English-speaking society, and a U.S. style of business.



Singapore waterfront

ested in Southeast Asia.

The United States and Singapore signed a free trade agreement which came into effect in January, 2004, and since it

Best prospects for Singapore include: oil and gas equipment, aircraft and parts, telecommunications equipment, computer hardware and software, and medical devices.

First U.S. Global Construction Program for Minority-owned Firms

In August, U.S. Commerce Deputy Secretary Dennis Hightower, the Minority Business Development Agency (MBDA), the International Trade Administration (ITA), the Tutor Perini Corporation, and the University of Southern California's School of Policy, Planning and Development today announced the nation's first program created to globalize the U.S. minority-owned construction industry by providing education, mentoring and procurement opportunities to minority-owned firms. Firms that complete the program will have the opportunity to compete for a minimum of \$1 billion in Tutor Perini contracts, primarily international contracts,

over a four year period.

The Global Construction Program will provide 150 minority-owned and operated general contractors, subcontractors, and suppliers with the training, education, and mentoring needed to compete for construction opportunities worldwide.



To participate in the Global Construction Program, applicant firms must be:

Minority-owned (more than 50

percent) and operated, and certified as a minority enterprise or similar designation by NMSDC or have other recognized certifications, such as an SBA 8(a), program signed letter of enrollment, or a similar state-level minority enterprise certification; Willing to complete a business needs assessment; Operating an active construction or construction supply business and have been in this business for five years or more immediately preceding the submission of the application; and Performing and/or have performed at least \$5 mil-

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Inland Empire Region of Southern California

A fundamental shift has taken place in the world economy. Competition in the international market no longer takes place on the assembly line, rather, economic might is increasingly determined by the productivity, application, and utilization of information. The Inland Empire region of Southern California is well poised to launch itself into the challenges of the new millennia.

The Inland Empire is defined as San Bernardino and Riverside counties, and a portion of eastern Los Angeles County. The two-county area forms the largest Metropolitan Statistical Area (MSA) in the nation, and ranks as the 14th most populous in the United States with approximately 28,000 square miles. If the Inland Empire was a state, it would rank 27th largest in terms of population at 4.1 mil-

lion, and 32nd largest in terms of total income at \$52 billion.



The U.S. Department of Commerce, Inland Empire Export Assistance Center, Ontario, California, covers Riverside and San Bernardino counties (supporting businesses from Pomona to Palm Springs and Temecula to Barstow). The region supports over 3,000 manufacturers in manufacturing of automotive and related equipment, housing, recreational vehicles, medical devices, and wastewater treatment. The re-

gion is among the nation's best suited areas for international trade. The excellent locale and distribution infrastructure facilitates the process of bringing goods into and out of the area.

With a dollar value increase in exports of \$767 million from 1993 to 1998, the area has an astounding 70.2% growth rate. Ranked in terms of export dollar increases, the region stands 51st in the nation, placing the IE in the top 20% of the fastest growing US metropolitan centers. At \$680 billion in total export sales for 1998, the region ranked 59th in the nation.

The Inland Empire has the infrastructure, capital, and ideas necessary to succeed in the ever-increasing globalized market.



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President's "E" Award

The President's "E" Award was created by Executive Order of the President on December 5, 1961, to afford suitable recognition to persons, firms, or organizations which contribute significantly in the effort to increase United States exports.

The President's "E Star" Award, which was authorized by the Secretary of Commerce on August 4, 1969, affords continuing recognition of noteworthy export promotion efforts.

During World War II, more than 4,000 "E Pennants" were presented to war plants in recognition of pro-

duction excellence. The famous flag with the big "E" emblazoned on it became a badge of patriotism in action.



President Kennedy revived the World War II "E" symbol of excellence to honor and provide recognition to America's exporters. Thus, the "E" Award Program was established by Executive Or-

der 10978 on December 5, 1961. The "E Star" was authorized in 1969 to recognize "E" Award winners for continued efforts in export expansion.

Winners of the "E" and "E Star" Award are authorized to fly the blue and white banner, to display the accompanying certificate of commendation which is signed by the Secretary of Commerce in the name and by the authority of the President, to wear and issue to employees an "E" lapel pin, and to refer to the award in their advertising.



2010/2011 International District Export Council Conference



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The annual International DEC Conference, entitled "Capitalizing on America's Export Advantages: Green and Innovation" was held from October 24 to 27, 2010 at the Renaissance Center Marriot. This year's conference, the largest international business conference in North America, featured more than 400 attendees and provided unique opportunities to meet with world-leading innovators, business and industry leaders, and high-level government officials, all there to dispense critical knowledge on emerging technologies and markets.

At the 2010 International DEC Conference were industry and country special-

ists representing the Defense Advanced Research Projects Agency (DARPA), Export-Import Bank, Ford Motor Company, Google, Wal-Mart, the



DEC executive members with Secretary of Commerce at 2010 DEC Conference

U.S. Department of Commerce, and many others. Also in attendance were key speakers including Dr. Ed Catmull, President of Pixar and Walt Disney Animation Studios, and Suresh Kumar,

Assistant Secretary for Trade Promotion and Director General of the U.S. and Foreign Commercial Service at the U.S. Department of Commerce.

During the conference proceedings, in order to promote further learning, were business field trips including a trip to Canada to meet with Canadian customs officials, the Ford Rouge Factory Tour to learn of the importance of alternative energy to Ford, and a reception at the Henry Ford Museum.

The 2011 International DEC Conference will be held in Las Vegas, Nevada. Please visit

www.nevadadec.com/2011_DEC_Conference.htm.



Have you taken the necessary steps to protect your intellectual property (IP) abroad? Did you even know there were steps to protect your IP abroad that are separate from the steps taken to protect it at home?

According to various law enforcement agencies and international organizations, almost 10 percent of the world's trade every year is in counterfeit goods. It equates to around \$512 billion in global sales lost, of which U.S. companies suffer nearly half.

Just because you have defended your IP at home through patents, trademarks, and copyrights does

not mean your IP is safe in a foreign market. Most IP rights are territorial, meaning a patent or trademark in the United States does not immediately offer you international protection.

So why protect your IP rights abroad? Some U.S. firms have found out the hard way that foreign companies have not only copied their product, but additionally their packaging and business plans. Foreign counterfeiters can take information, such as your products and logo, from your business' website and register them in their home country as their own if you have not registered it beforehand. Because of this, some small

businesses register patents and trademarks abroad well in advance of entering those markets.

If you have questions or concerns about your IP both at home and abroad, please visit www.stopfakes.gov, where you can find valuable resources to ensure that your intellectual property is not in harms' way.

Source: www.stopfakes.gov



Indonesia-led Trade Mission to U.S.

Inspired by Meeting with U.S. Secretary of Commerce

The Young Entrepreneur Association of Indonesia (HIPMI), with the support of the Indonesia Chamber of Commerce and the Indonesia Ministry of Foreign Affairs, coordinated a trade mission to the United States in November. The trade mission made stops in four cities across the country: Washington, D.C., New York City, San Francisco and Los Angeles.

The aim of the trade mission was to strengthen ties between American and Indonesian businesses and public officials through developing interpersonal relationships, business-to-business strategies, and developing a framework for the exchange of ideas.

This event was inspired after a meeting with U.S. Secretary of Commerce Gary Locke during a U.S.-led

trade mission to Indonesia in May 2010.

During the stop in Los Angeles, California Inland Empire District Export Council members took part in welcoming the Indonesian delegation. Indonesia Consulate General Hadi Martono opened the meeting between local businessmen and public officials. Director Fred Latuperissa was a key-note speaker during the meeting, which

took place at the Indonesian Consulate General in Los Angeles. CIEDEC member Uwe Janssen also took part in the proceedings.



New Market of the Month—Brazil

Continued from page 5

across the country, requiring both a major security and infrastructure upgrade on the part of the Brazilian government. In addition to hosting the World Cup in 2014, Rio de Janeiro will be the site of the 2016 Summer Olympics. Surely, U.S. companies can capitalize on these preparations.

Clearly, Brazil deserves being the Market of the Month as Secretary Locke recently co-chaired the USA-Brazil CEO Forum in Denver, CO in July. Miguel Jorge, Minister of Develop-



Rio de Janeiro—Host site of the 2016 Summer Olympics

ment, Industry and Foreign Trade also co-chaired the event along with

Secretary Locke. The USA-Brazil CEO Forum is made up of 20 CEO's from the United States and Brazil who meet twice a year to offer recommendations on ways to strengthen the U.S.-Brazil economic relationship.

Sources: *CIA World Factbook*, www.trade.gov

Approaching U.S. Export Controls

The Four Questions that Need Answers



For U.S. exporters of nearly any stage of experience, complying with U.S. export controls for commercial products or technology has never been easy. Better, however, to undergo the legally required due diligence beforehand than discover that a past shipment was (or, worse still, multiple past shipments were) impermissibly exported from the United States. What follows below is a brief primer on reviewing potential exports to determine whether those exports meet U.S. legal requirements.

A helpful starting point for approaching U.S. export controls for commercial items is to break up the potential export transaction into segments for consideration. The following four inquiries (What, Where, Who, and Why) capture this approach.

WHAT: Some U.S. export controls apply to specific types of products and technologies. It is very important that a commercial product or technology be correctly classified and assigned the proper Export Control Classification Number (ECCN) prior to export.

WHERE: Some U.S. export controls apply to transactions involving persons in specific countries. These controls may impose an export license requirement or may prohibit the transaction altogether. The U.S. maintains complete or nearly complete embargoes on trade with Cuba, Syria, Sudan, Iran, and North Korea.

WHO: U.S. persons are prohibited from doing business with persons who have been placed

technology will be applied overseas. It must be determined why the product or technology is being sought, e.g., what is the end usage of the product or technology. Certain end usages, such as those related to weapons of mass destruction, either require U.S. export licenses or are outright prohibited.

Asking these questions is only the beginning but, nevertheless, it is a good beginning. A helpful resource is the website for the Bureau of Industry and Security in the U.S. Department of Commerce

www.bis.doc.gov.

Note: On August 31, 2010, President Obama announced plans for the easing of restrictions on products covered under the current export controls policy. On December 9, 2010, the U.S. Departments of State and Commerce issue proposed regulations to reform their control lists. For more info, please visit <http://www.export.gov/ecr>.

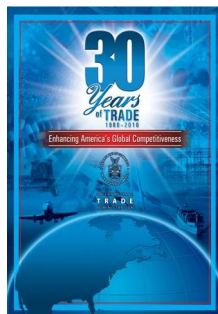
Greg Brittain, Attorney at Law, is a member of the California Inland Empire District Export Council. The opinions expressed in this article are solely his own.

on denied or prohibited party lists maintained by the U.S. Government. Parties to an export transaction must be screened against these lists prior to the transaction.

WHY: Certain U.S. export controls apply to particular end uses to which the product or

Top U.S. Commercial Service Exporting Tips

- Dedicate top-level management and develop a clear export strategy.
- Identify sources of finance before beginning negotiations, trade financing is crucial to success overseas.
- Create payment terms and conditions that meet the market's standards.
- Design your company's website to be attractive and responsive to foreign buyers.
- Take advantage of the U.S. Government export promotion services—everything from export counseling, financing and market research to advocating for your products in overseas markets. (They are affordable and effective regardless of the size of the company).
- Identify potential markets and conduct research and a risk/reward assessment.
- Make sure your product is export ready. (Standards, compliance regulations, labeling, licensing, etc).
- Seek professional help from the U.S. Commercial Service, District Export Council, bankers, International legal firms, or freight forwarders.



CIEDEC Members Shine at Specialty Equipment Market Association Show



AAPEX & The SEMA Show, an International Buyer Program (IBP) event, generated over 1400 international buyers, recruited by the U.S. Commercial Service (CS) International Posts worldwide. AAPEX & The SEMA Show was held in Las Vegas Nevada from November 2-5, 2010. This event was attended by over 100,000 industry professionals and showcased over 4,000 innovative exhibitors. Together AAPEX and The SEMA Show, is the largest automotive show in the U.S., and one of the most important events supported by the USFCS Global Automotive Team led by Inland Empire USEAC's Eduard Roytberg.



Commercial Specialist Dara Saeed of CS Irbil, Iraq counseling U.S. exporter

The assistance offered by the Team to U.S. exhibitors included the opportunity to meet with over 30 participating Commercial Automotive Specialists from different countries, including Standards Specialist from the US Mission to the European Union. Additionally, CS arranged pre-qualified business-to-business appointments with US exhibitors to discuss the potential of sourcing U.S. products through the International Buyer Matchmaking Program. The 2nd edition of the Automotive Resource Guide, created by the Global Automotive Team and sponsored by UPS - CS Strategic Partner and member of California Inland Empire District Export Council (CIEDEC), was distributed to high prospect U.S. exporters. Mr. Mario Archaga, UPS's Areas Sales Manager, was instrumental in securing UPS sponsorship of this project.

A number of Inland Empire companies took advantage of CS support during the show. California Inland Empire District Export Council (CIEDEC) Member Kevin Floody of K&N Engineering not only participated in CS programs, but was also the key-note speaker during the CS Global Automotive Team's one-day team training the day before the show. Mr. Floody was also on the panel of presenters at SEMA's



Attendees of SEMA visit booths

"Global Growth: Successful Aftermarket Companies Show the Way To International Success" seminar, where he shared K&N's best practices on exporting and encouraged the attendees to get connected with the U.S. Commercial Service.



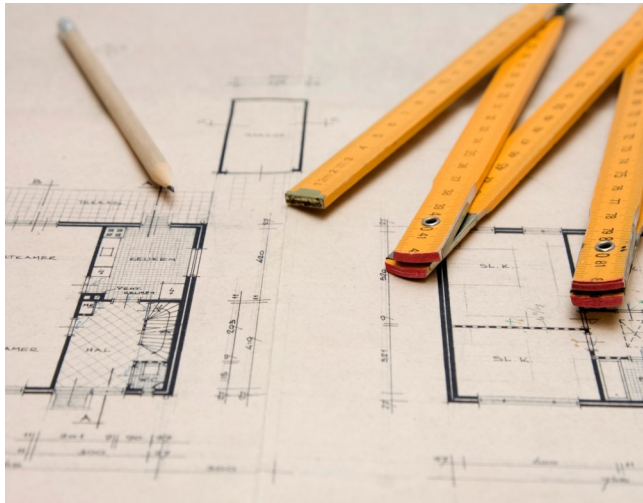
CIEDEC Member K&N's booth at SEMA

First U.S. Global Construction Program for Minority-owned Firms

Continued from page 7

this business for five years or more immediately preceding the submission of the application; and Performing and/or have performed at least \$5 million on a single project if a trade subcontractor, or performed at least \$10 million on a single project if a general contractor.

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Fred Latuperissa, Director/Supervisory International Trade Specialist

As Director of the U.S. Commercial Service office in Ontario, California, Fred Latuperissa brings a wealth of experience in international trade. Mr. Latuperissa covers the following industries: Aircraft/ Aircraft Parts, Aviation Services (both public and private sectors), Defense Industry Eq., Electrical Power Systems, Education/ Training Services, Ferrous & Non-Ferrous Metals (Scrap), Mining Industry Eq., Oil/Gas/Mineral Prod/Explore Services/ Machinery, Renewable Energy Eq., Safety & Security Equipment, Sporting Goods & Recreational Equipment.

Tony Michalski, Senior International Trade Specialist

Working out of the US Commercial Service office in Ontario, California, Mr. Michalski covers the following industries: Agriculture, Cosmetics & Personal Care, Drugs & Pharmaceuticals, Food Processing & Packaging Equipment, Healthcare Technologies, Processed Foods, several Service industries, Travel & Tourism, and Veterinary & Pet products.

Erica Ramirez, Senior International Trade Specialist

As a Senior International Trade Specialist at the U.S. Commercial Service office in Ontario, California, Erica Ramirez brings ten years of work with the U.S. Commercial Service. Ramirez covers the following industries: Environmental, Electronics, Computer Software and Peripherals, Telecommunication Equipment, Sporting Goods & Recreational Equipment, Audio, Video, Film, and Entertainment, Giftware, Hotel & Restaurant Equipment, Apparel, Consumer Goods, Furniture, Industrial Chemicals, and Forestry/Woodworking Machinery.

Eduard Roytberg, Senior International Trade Specialist/Automotive Team Lead

Eduard Roytberg currently serves as Senior International Trade Specialist at the U.S. Department of Commerce's Inland Empire U.S. Export Assistance Center in Ontario, California. Eduard is specifically focused on addressing the export assistance needs of the automotive and transportation companies. He also covers Building products, Construction and Industrial Equipment.

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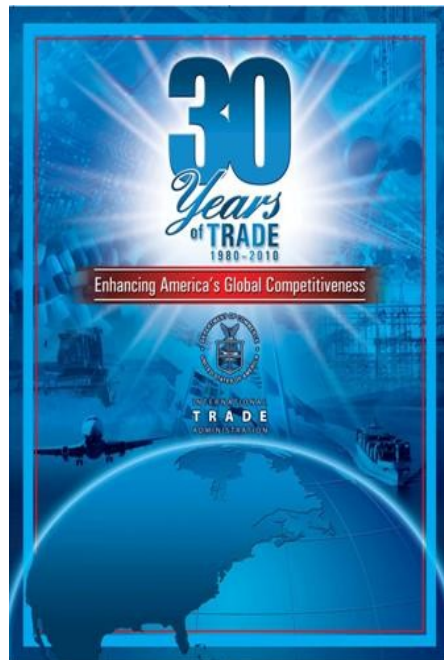
Eduard Roytberg



Erica Ramirez



Tony Michalski



The U.S. Commercial Service would like to recognize Leila Abulashin of Cal Poly Pomona and Joshua Millan of Claremont Graduate University for completing their internships in the Ontario, California office.





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